

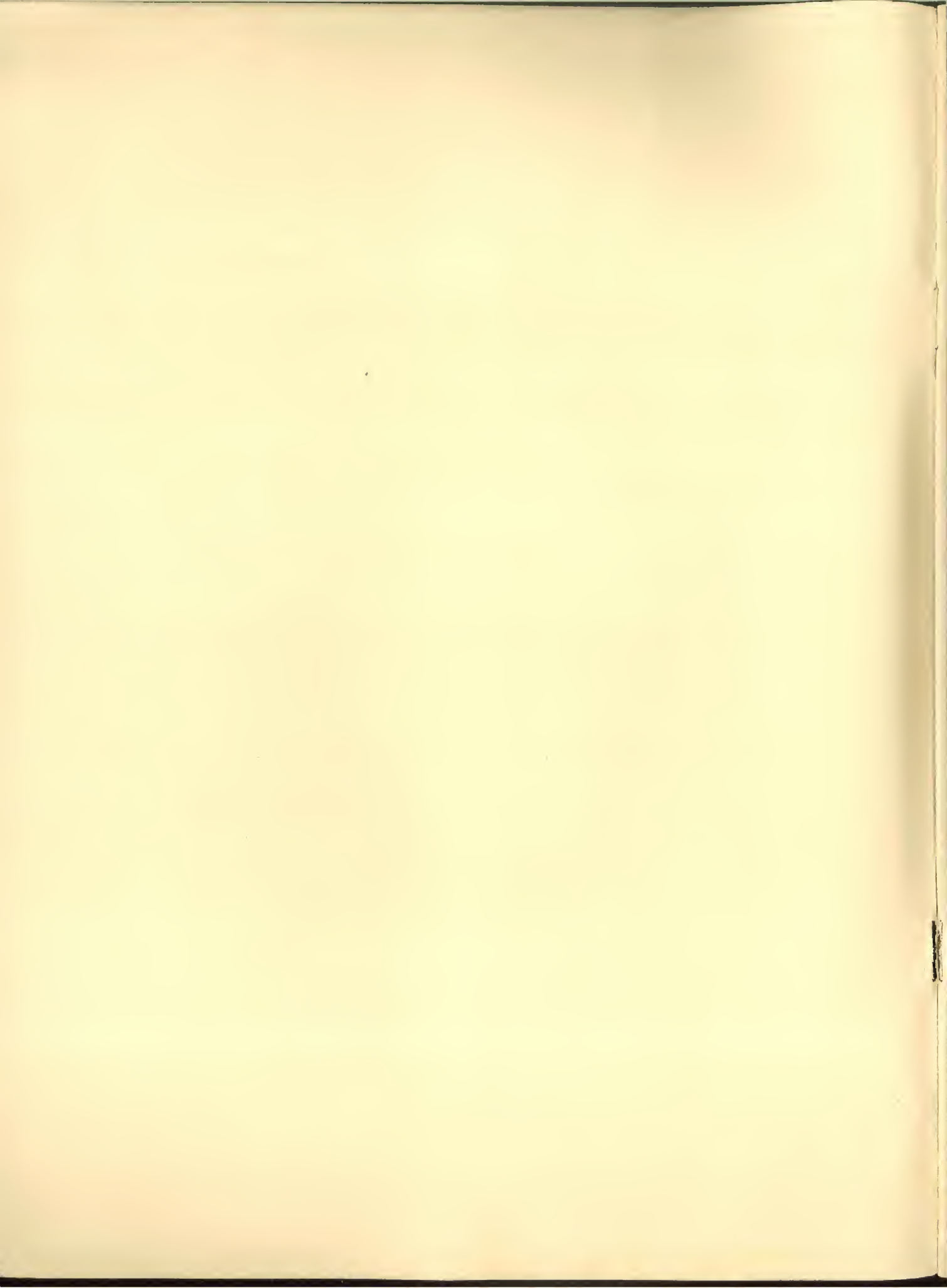


American Theatre Equipment Co.

165 N. High St. -- Columbus, Ohio

Established 1908

OPERATING UNDER THE SAME NAME, SAME MANAGEMENT AND IN SAME LOCATION FOR TWENTY YEARS





Notice

The prices quoted in this catalogue are influenced by the variation in the prices of raw materials and by factory quotations. They are therefore subject to change without notice.

On parcel post shipments sufficient postage must accompany order.



TELEPHONES

MAin 3894

Nights and Sundays

UNiversity 9942-J—R. J. Gardiner

UNiversity 5579-W—F. R. (Ted) Gardiner

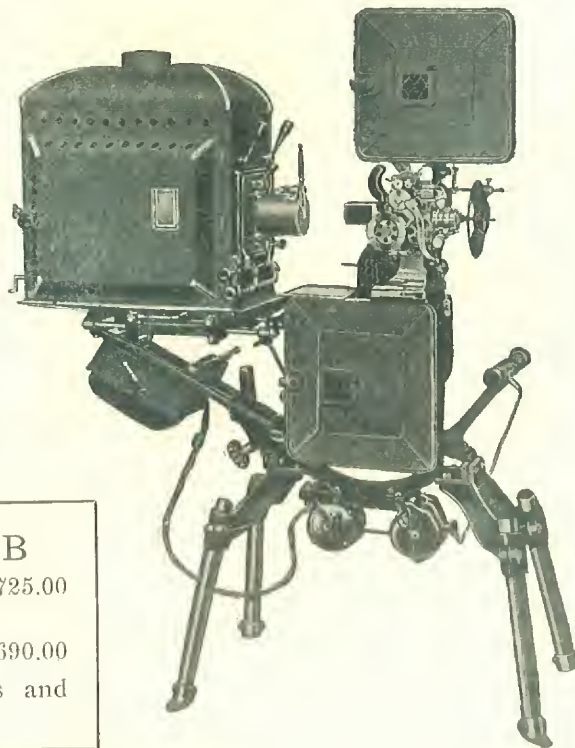


Sending goods C. O. D. does not mean that we question a customer's responsibility, but are forced to dispense with the great volume of bookkeeping, as the small sums will not justify this expense.



We are not affiliated with and have no connection with any other Theatre Equipment Co. or organization.

PROJECTION MACHINES

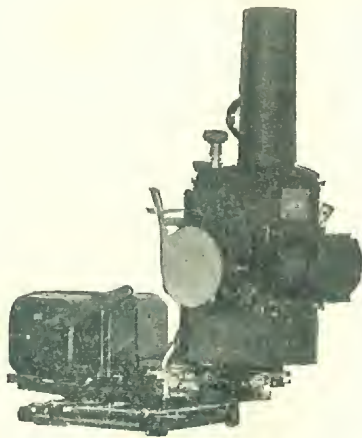


POWERS 6 B

Price\$725.00

Price, Less Lamp
House 690.00

Less Lenses, Reels and
Re-winder



G. E. MAZDA PROJECTOR

With Cinephor

P. M. 15 and P. M. 25 Cinephor Condensers, Lamp Setter, 900-Watt Mazda Lamp, 28-32 volts.

Price \$180.00 (Less Lamp)

Transformer 110 V., 60 Cycles.

Price \$65.00

900-Watt, 28-32 Volt Lamp.

Price \$6.75



Repair Department

We repair and rebuild all makes of machines, motors and rheostats. We supply, free of charge, (except express charges) a mechanism to use while repairs are being made. You pay only for parts used and time of mechanic.

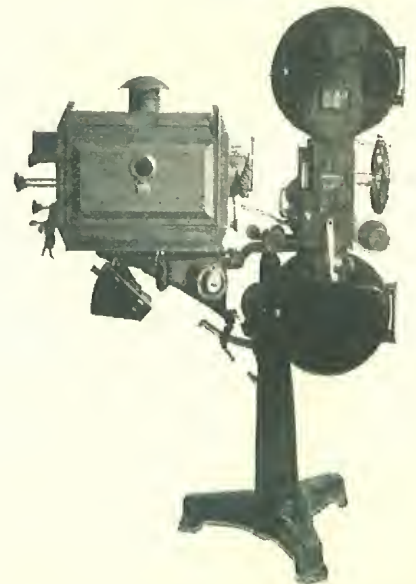


THE MACHINE THAT IS BUILT AND IS USED FOR THE MOVIE TONE

Complete with Lamp House, regular equipment, but less lenses, rewriter and rheostat. Price \$745.00
 Less Lamp House. Price ----- \$710.00

USED MACHINES

At the time this catalogue is printed we have on hand Powers and Simplex Used Machines in excellent condition and are priced right. We have a good supply at all times. Also good Mazda equipment and compensares.



NEW ACME S. V. E. TYPE F

Combined Motion Picture Projector and Stereopticon

1000-watt incandescent lamp. Projects brilliant pictures any distance up to 100 feet. Case is cast aluminum with green enamel finish.

Motor-driven. Operates on ordinary 110-volt, 25 to 60 cycle alternating current, or direct current. Takes standard 1000 foot reels.

Price \$350.00



Super DeVry

THE SUPER DE VRY PORTABLE MOTION PICTURE PROJECTOR

Special Model, 1000-watt lamp, 110 volts, completely equipped for attachment to any light socket.

Super DeVry, for exceptionally large auditoriums.

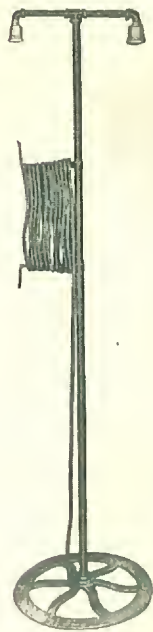
Price ----- \$300.00

The DeVry Portable Projector is the original suit case motion picture machine. It weighs only twenty-five pounds and attaches to any light socket. The film is visible at all times through two case doors. It is not necessary to open the door to see if everything is all right.

Type E 1000-125 volt alternating or direct current. 220-250 volt circuits by using Type E resistance unit.

Price ----- \$250.00





Cleaner Stands or Work Lights

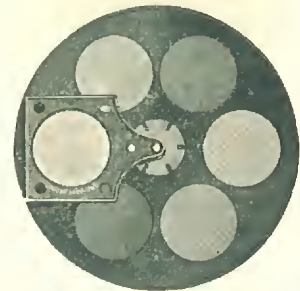
No. 205 Cleaner Stand. Instead of the wheel base, this style has a substantial cast iron tripod base. The stand is 5 feet high, does not have arms and is fitted with one weather-proof receptacle to accommodate a Mazda Lamp up to 300 watts. It is an exceptionally light-weight stand and can be easily carried from place to place. Furnished with 25 feet of No. 18 Portable Cord which extends through the bottom of the base and upward through the pipe standard to the receptacle. Each\$8.50

No. 215 Cleaner Stand. This stand is 5 feet high and has arms fitted with two weather-proof receptacles. Accommodates two Mazda Lamps up to 300 watts. It has a large, round cast iron wheel base which prevents up-setting. Furnishings complete with 25 feet of No. 14 Stage Cable, which leads through the base and upward through the pipe standard to the receptacles. When the stand is not in use, the cable can be wound on arms attached to the pipe. Each\$15.00

No. 210 Cleaner Stand. Similar to the No. 215 Cleaner except that it has no arms and is fitted with but one weatherproof receptacle, accommodating one Mazda Lamp up to 300 watts. Each\$12.00

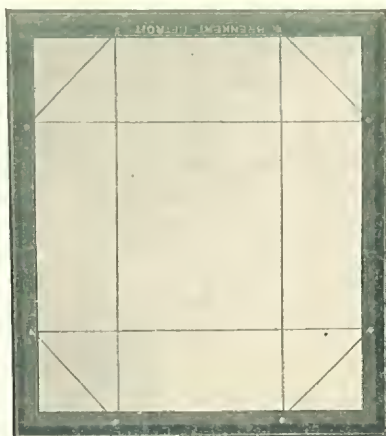
Lamp Changer

Needed in every theatre. Price each with 5½ ft. pole\$10.00



C101. 6-inch hole, 6 space color wheel, 5 colors inserted.

Price \$6.50



Metal Color Screen

18-inch x 20-inch, price\$1.80

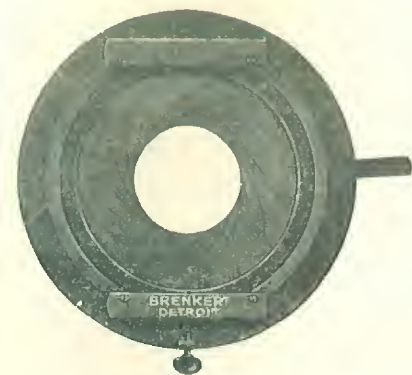
Metal Color Frame

Size 8-inch x 9-inch. Price45c

RHEOSTATIC DIMMERS FOR INCANDESCENT LAMPS

C120. Improved 250 to 500 watt slider type dimmer. Clamps to upright standard of spot flood lamp or can be screwed to any flat surface. Complete as shown ...\$17.50

C121. Improved 1000 to 1500 watt slider type dimmer. Complete as above described\$21.50

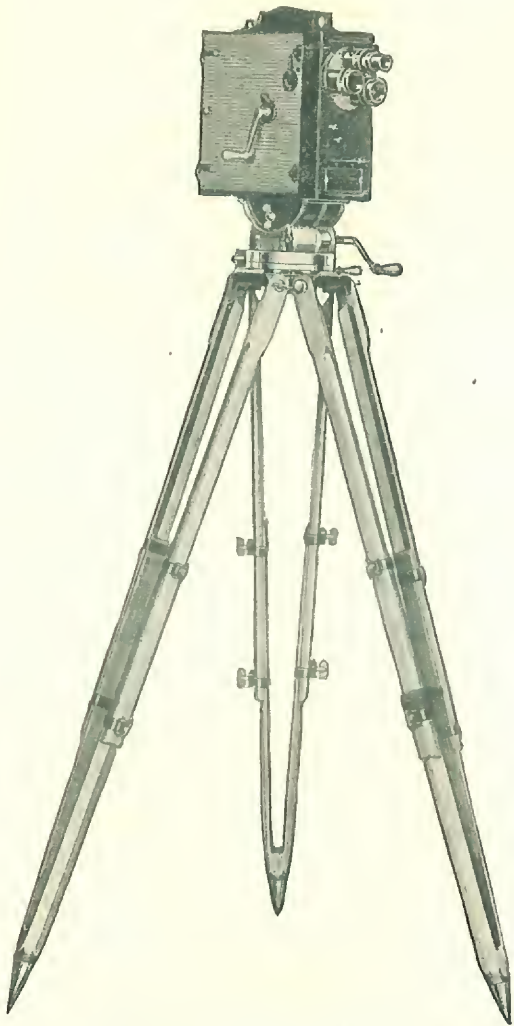


C112. 6-inch opening iris shutter. This method of attaching does not interfere with operation of color wheel or color slides ... \$14.75

Compensarcs

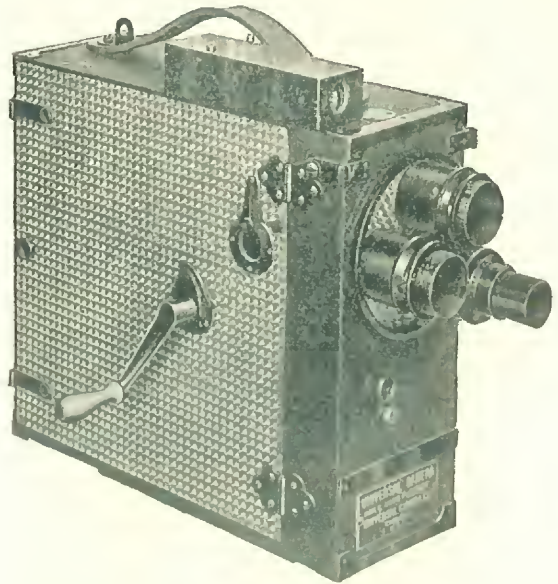
At bargain prices
and fully guaranteed.





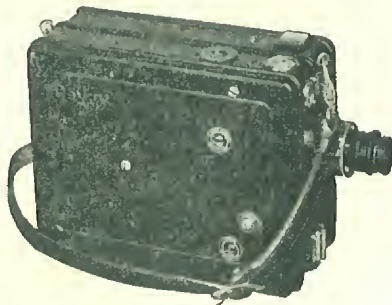
UNIVERSAL CAMERA

MOTION PICTURE CAMERAS



Universal Motion Picture Camera with
Turrent Front

200 ft. Universal Motion Picture Camera, complete with automatic dissolve, plain front and 1 Plain View Finder, 2 Magazines, one 50 mm. F3.5 Zeiss Tessar Lens in micrometer mount -----\$500.00



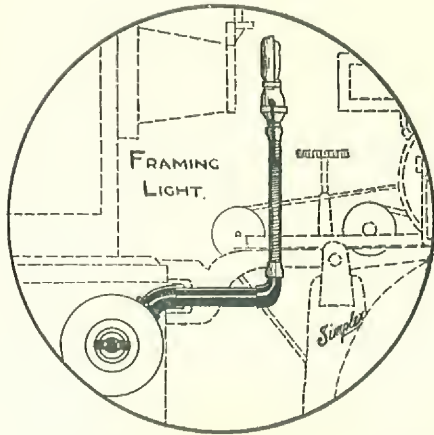
THE DE VRY CAMERA

The DeVry Standard Automatic Movie Camera, complete with F 3.5 anastigmat 50 mm. lens and leather shoulder strap, for standard width 35 mm. film. Standard size -----\$150.00

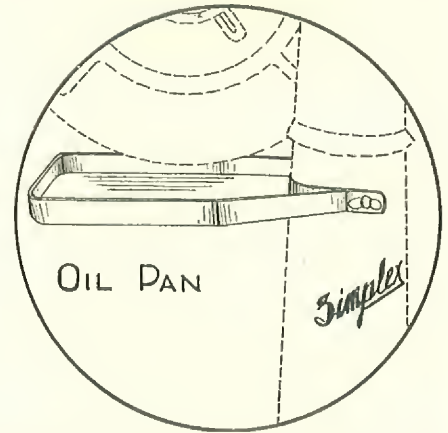


CAMERA CARRYING CASE

Genuine hand boarded leather, velvet lined with space for three extra spools of film in addition to one in camera, including leather shoulder strap -----\$15.00



EXCLUSIVE
SIMPLEX
ACCESSORIES



Framing Light and an Oil Catcher should be part of every Simplex equipment. They promote greater operating efficiency which proves projection and that makes **GREATER AUDIENCE GOOD WILL**.
 A framing light on a Simplex is almost a necessity if the picture is to hit the screen perfectly in frame.
 Our Simplex Framing Light is attached to the motor switchbox and the motor 110 volt line. It is rigid and substantial, and fits in and out of the way. The reflector half-shade shoots all the light into the aperture enabling perfect hair-line framing of picture at all times.

Our Simplex Oil Pan is of one solid piece of cast iron. It clamps around the pedestal without the aid of tools, and is as solid and rigid as though it were a part of the pedestal itself. It fits snug up under the lower magazine and catches all the oil that drips from the mechanism, keeping the floor under and around the pedestal "dry as a bone."

SIMP FRAMING LIGHT

Attaches to the motor switch box through one of the "knockouts". The flexible arm permits the 110 volt candelabra light to be instantly adjusted to any desired position in front of the aperture for accurate framing of the picture.

The device is rigid and substantial and stays where it is put.

Brushed Brass Finish, complete with Light Bulb, price -----\$8.00
 Polished Nickel Finish, \$2.00 Extra.

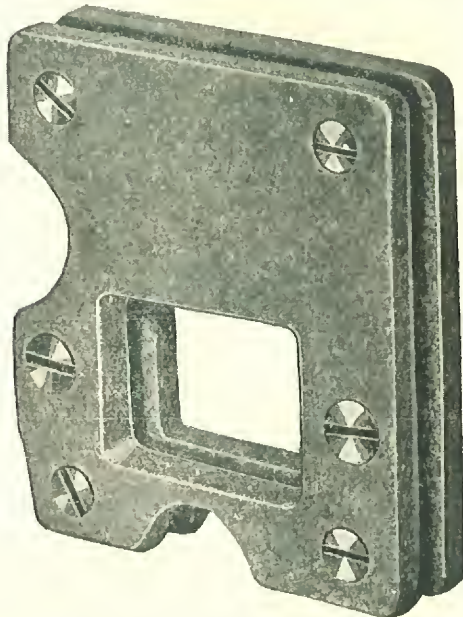
SIMP OIL PAN

Clamps to the pedestal underneath the lower magazine. It catches all the oil drippings from the head, take-up, and speed control.

Film ends can't get into it.

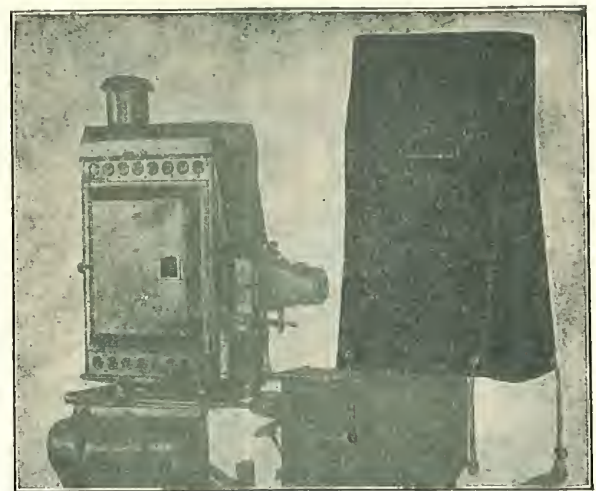
Easily removed for cleaning.

Black Japanned Cast Iron, price -----\$5.00



**INDESTRUCTIBLE ASBESTOS
COOLING PLATE**

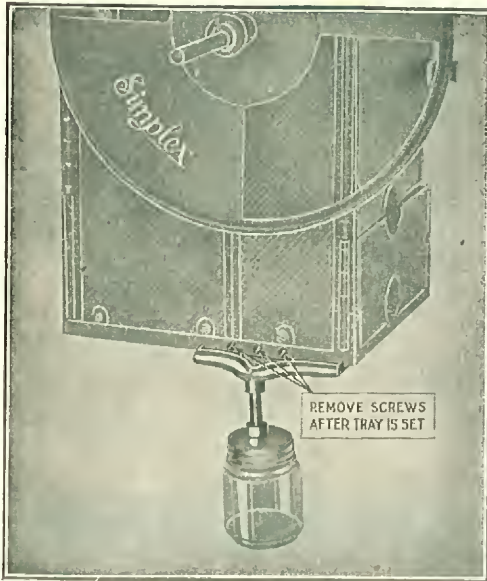
For Simplex Mechanism, made with extra large opening for use with reflector type arc or Mazda lamps. Price -----\$4.00



Protect Your Mechanism

The Blue Seal Waterproof Mechanism Cover protects the most important piece of equipment in the theatre, the projector. For Powers or Simplex. Price -----\$2.50

EVERY MOVING PICTURE MACHINE SHOULD BE PROVIDED WITH AN OIL DRIP PAN



It prevents the oil from running all over the base of the machine, speed control, motor, belts and the floor. It is a necessary article and you should have it.

For use only on Simplex mechanism with oil holes at base as illustrated.

Price \$2.50. Pair \$4.75.



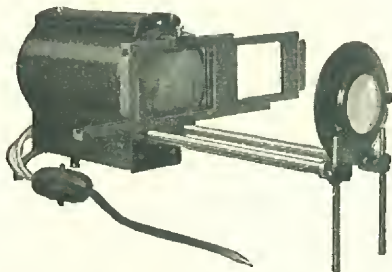
For Powers machines. Specify the model.
Price \$3.00. Pair \$5.50.

Mailed post paid on receipt of price.



MODEL A PORTABLE BALOPTICON

Model A Portable Balopticon with 400-watt, 110-volt Mazda lamp with ground and polished glass reflector; 15 feet of extension cord with switch and connecting plug; 4 5-16-in. condensers, double slide carrier and carrying case; with 2 5-16-in. diameter, 12-inch focus projection lens.



STEREOPTICON

For the class room, church or theatre where the distance to screen is not over 75 feet. When used with a 400 or 500 watt lamp the screen results are

equal to those of stereopticons listed at much higher prices.

Complete with 10 ft. lamp cord, switch, slide carrier and Bi-Convex Lens (lamp extra).

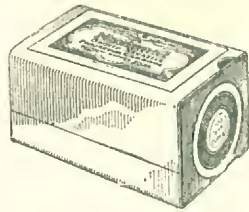
Any focus lens—12 to 20 inch. In ordering specify focus desired.

| | |
|--------------------------|---------|
| Price—Stereopticon | \$26.00 |
| Lamp—400 watt lamp | 2.75 |
| Lamp—500 watt lamp | 3.00 |

OIL CANS

Price 15c

NATIONAL CARBONS



HIGH INTENSITY CARBONS

| | Per 1000 |
|-------------------------|----------|
| For 75 Amperes | |
| 11 m-mx20 White Flame | \$270.00 |
| 3/8x9 Cored | 90.00 |
| For 100 Amperes | |
| 13.6 m-mx20 White Flame | \$300.00 |
| 7-16x9 Cored | 100.00 |

| | Per 1000 | Per 100 |
|--------------|----------|---------|
| 1/2x 6 Cored | \$ 31.80 | \$ 3.50 |
| 5/8x12 Cored | 85.00 | 9.00 |
| 3/4x12 Cored | 112.50 | 11.50 |
| 7/8x12 Cored | 150.00 | 16.00 |

REFLECTING ARC CARBONS

| | Per 1000 | Per 100 |
|----------------|----------|---------|
| 7 m-mx8 Solid | \$ 37.50 | \$ 4.25 |
| 8 m-mx8 Solid | 39.00 | 4.30 |
| 8 m-mx8 Cored | 40.00 | 4.40 |
| 10 m-mx8 Cored | 44.00 | 4.85 |
| 12 m-mx8 Cored | 47.00 | 5.20 |

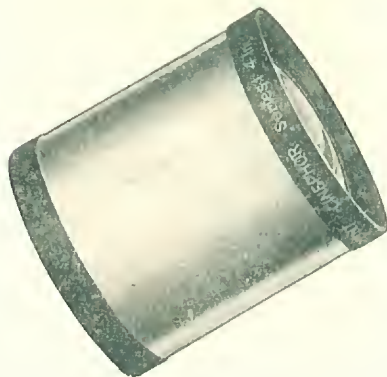


| | |
|--------------------------|---------|
| 25 Sets 3/4 Combination | \$ 6.50 |
| 250 Sets 3/4 Combination | 62.50 |
| 25 Sets 5/8 Combination | 5.25 |
| 250 Sets 5/8 Combination | 50.00 |
| 100 3/4 Upper | \$13.75 |
| 50 3/4 Upper | 6.90 |
| 100 3/4 Lower | 9.90 |
| 50 3/4 Lower | 4.95 |
| 100 5/8 Upper | 10.50 |
| 50 5/8 Upper | 5.25 |
| 100 5/8 Lower | 7.90 |
| 50 5/8 Lower | 3.95 |



OROTIPS

| | Per 1000 | Per 100 |
|---------------|----------|---------|
| 11-32x6 Solid | \$ 62.50 | \$ 6.50 |
| 3/8x6 Solid | 65.00 | 6.75 |

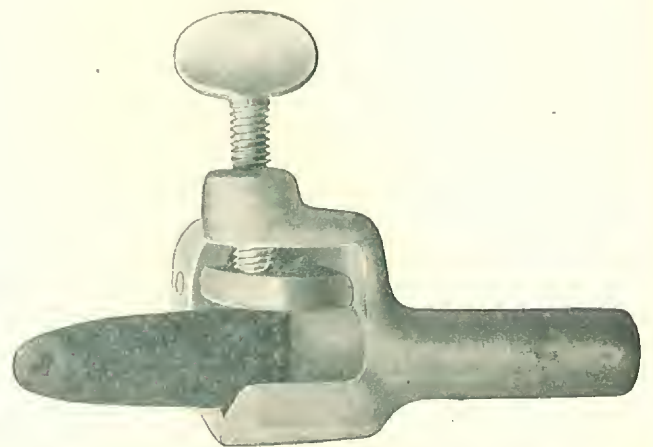


SERIES I CINEPHOR LENS IN SPIRAL JACKET

| | |
|--|---------|
| Jackets only | \$ 5.00 |
| Lenses, E. F. 4-inch to 8-inch, each | 30.00 |
| Sizes 5 3/4-inch to 9-inch, series two | \$57.50 |

SERIES O

| | |
|---|---------|
| Each, Barrels only | \$12.00 |
| Stereo Lenses, Single Glass, All Sizes. | |
| Price, each | \$ 2.50 |



NATIONAL CARBON SAVERS

| | |
|------------------------------|--------|
| Sizes 5/8, 3/4, 7/8, each | \$1.00 |
| Sizes 5-16, 11-32, 3/8, each | .90 |



FULL HOOD

Seven Colors: Ruby, Green, Amber, Blue, Daylo Blue, Canary and Opal. Four Sizes: SF-14, SF-19, PF-19, AF-21.

- SF-14—(Fits bulb No. S-14, 10w, or any lamp with bulb diameter 1 3/4 in.) 22c
- SF-19—(Fits bulb No. S-19, 25w, 40w, 50w or any long filament lamp with bulb diameter 2 3/8 in.).... 50c
- AF-19—(Fits A-19, 25w, Inside Frosted) (Also P-19, 25 and 50w, Mill Type Lamps 40c
- AF-21—(Fits bulb No. A-21, 40w, 50w, 60w) 50c



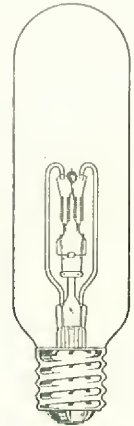
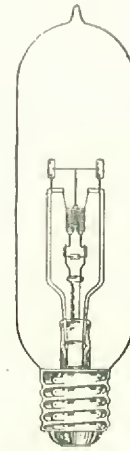
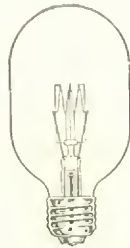
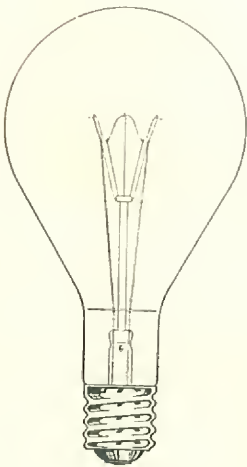
HALF SIZE HOODS

Four Sizes—Seven Colors

- SH-11—Fits bulb 10w, price18c
- SH-17—Fits bulb 17w, price23c
- SH-19—Fits bulb 19w, price32c
- SH-21—Fits bulb 21w, price42c

WHEN ORDERING

Specify colors and whether Half or Full Hoods—State it by freight, express or parcel post.
Natural Colors in the Glass



MAZDA LAMPS

- 1000 Watts—Round\$6.75
- 1000 Watt—Tubular 6.50
- 900 Watt—Tubular 28-32 6.00
- 500 Watt—Tubular 3.00
- 250 Watt—Tubular 2.35
- Pilot lamp for Acme70
- Pilot light for Powers Mechanism25
- Pilot light for Powers Lamphouse50
- Tungar Lamps, price each\$15.00
- T. S. 52 1000 Watt 4.00

LAMP COLORING

Quick drying for indoor use. Bright and glossy. Can be had in Ruby, Blue, Red, Green, Amber and White Frosting.

- 1/2 pint bottle 1.00
- 1 pint bottle\$1.35



NEW TYPE INSIDE-FROSTED LAMPS

- 25 watt, each 20c
- 40 watt, each 20c
- 50 watt, each 22c
- 60 watt, each 22c
- 100 watt, each 35c

Special Price on Contracts

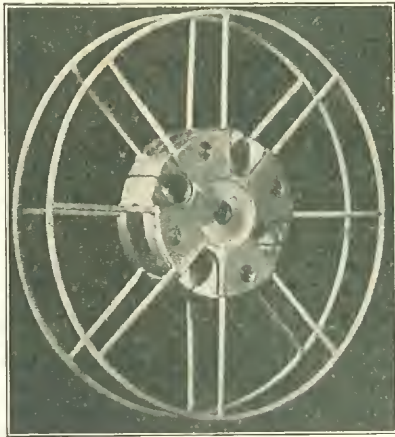
ATTENTION Is What You Want

FLASHER BUTTON

INCREASES the effectiveness of your display lighting 100%.

DECREASES the cost of your display lighting 35%.

Price 60c



The De Luxe Reel for Projectionists

YOU'VE WANTED THIS REEL FOR 30 YEARS!

The finest reel yet devised since the beginning of the industry.

1st. Broken parts replaced by sections—all you need is a screw driver and a few seconds of time.

2nd. Saves you money. You don't have to buy a complete reel if you break a section.

Examine this reel then compare it to others.

DOUBLE REELS

All Heavy Steel, 5-inch Hub ----- \$3.00

STEEL REELS

10-inch size, price -----50c

14-in. size, price -----\$1.50



14-in. dia., 4 in. hub __\$3.25

15-in. dia., 5-in. hub -- 3.50

Reel Keyways ----- 15c



AUTOMATIC SAFETY WASTE CAN



Made of heavy sheet steel, japanned in green bronze. Easy to operate, practical, never out of order. Size over all 18 in. high, 14 in. diameter.

Price -----\$4.50

Another size, price --\$1.75



NUCODE



BULLDOG

FILM SHIPPING CASES

NU-CODE

Will accommodate reels packed on end—1 to 8 reels.

1-Reel Case -----\$2.25

2-Reel Case ----- 3.00

BULL DOG

Reels packed flat. 2 to 8 reels

3-Reel Case -----\$3.50

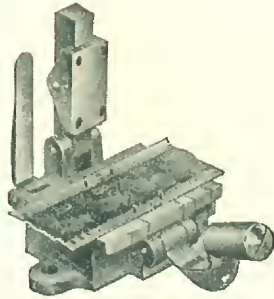
4-Reel Case ----- 4.00

5-Reel Case ----- 4.75

6-Reel Case ----- 4.50

7-Reel Case ----- 4.75

8-Reel Case ----- 5.00



FILM PATCHER

Price ----- \$6.00

Parts for Universal Film Splicing Machine

| | | |
|---------------|-------|--------|
| Part 1 | ----- | \$1.75 |
| Part 2 | ----- | .50 |
| Part 3 | ----- | .10 |
| Part 4 | ----- | .15 |
| Part 5 | ----- | .10 |
| Part 6 | ----- | .75 |
| Part 7 | ----- | .05 |
| Part 8 | ----- | .65 |
| Part 9 | ----- | .05 |
| Part 10 | ----- | .75 |
| Part 11 | ----- | .10 |
| Part 12 | ----- | .65 |
| Part 13 | ----- | .10 |
| Part 14 | ----- | .65 |
| Part 15 | ----- | .10 |
| Part 16 | ----- | .10 |
| Part 17 | ----- | .25 |
| Straight Edge | ----- | .50 |



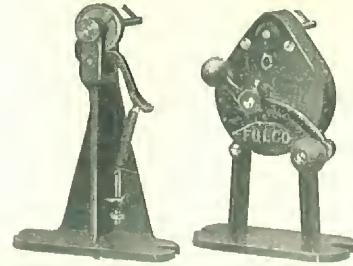
TOOL KIT FOR PROJECTIONISTS

| | | |
|-----------------------------|-------|--------|
| Complete—in tape bound roll | ----- | \$5.00 |
| Oil Ejector | ----- | 2.50 |
| V Block | ----- | 1.25 |
| Split Screw Driver | ----- | .75 |
| Drive Punches | ----- | .50 |



GRISWOLD FILM SPLICER

Model R 2, price ----- \$22.50



REWINDERS

FULCO

Price ----- \$7.50

POWERS

Price ----- \$11.50

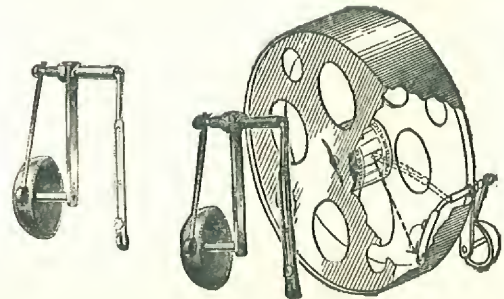
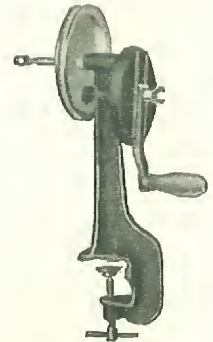
SIMPLEX

Price ----- \$13.00

REWIND PULLEYS

For Motor Rewind

Price, each ----- \$2.50



HULETT REEL ALARM

REEL ALARM

Hulett Reel Alarm

Price, each ----- \$4.00



LUBRICATING OILS

Especially prepared for all makes of projectors including portables.

| | |
|-------------------------|--------|
| Per gallon | \$1.25 |
| Per half gallon | .75 |
| Per quart | .45 |
| Per 12 oz. bottle | .30 |

FILM CEMENT

EASTMANS

| | |
|---------------------|--------|
| Half pint can | \$.75 |
| Pint can | 1.00 |
| Quart can | 1.75 |



POWERS LUBRICANT

Powers Intermittent Lubricant for roller and solid pin.

| | |
|----------------|-----|
| Per tube | 35c |
|----------------|-----|



| | |
|-------------------------|-----|
| Price, per bottle | 25c |
|-------------------------|-----|

NON-INFLAMMABLE CEMENT

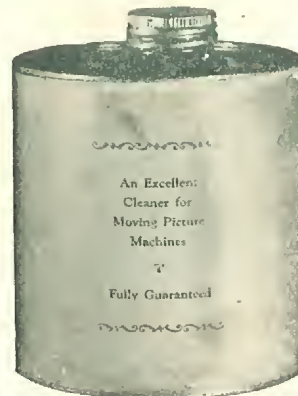
For patching non-inflammable film.
Price, per bottle



BLUE SEAL LAMP LUBRICANT

A specially prepared arc lamp lubricant, containing no graphite. It resists the most extreme degrees of heat without odor or smoke. A thin application will give best results. Put up in 2-ounce air-tight cans.

| | |
|----------------------------|-----|
| Price, per 2-oz. can | 40c |
|----------------------------|-----|



LIQUID CLEANER

Liquid Cleaner for any mechanism. Price, quart can

50c



CHEWING GUM REMOVER

Price, quart can50c



SLIDE INK

Stafford's Blue, Black, White and Red. Price per bottle25c



SLIDE PENCIL

RED — BLUE — BLACK

It writes on glass as easily and as well as a good lead pencil writes on paper.

Price 15c



GELATINE

All Colors. Size Sheets 20x24.

Price per sheet30c



LENS POLISH

Apply few drops then rub with clean, dry cloth.

Regular 50c size, our price30c

COVER GLASS

Per dozen, extra quality20c



SLIDE HAIR LINE PENS

For writing on glass.

Price, each10c

SLIDE BINDING TAPE

Per bundle, 100 25c

THE GRAND IDEAL DOOR STOP

Made of Malleable Iron with 4-in. Lever

| | |
|---|-----------------|
| | Price per Dozen |
| No. 704—(4 in. lever) Black enamel | \$6.60 |
| No. 705—(4 in. lever) Brass Laquer finish | 7.80 |

GRAND DOOR STOP SHOES

Copper plated, and covered entirely with best quality rubber. Will fit any Grand Stop. Price per dozen with brass screw

\$2.40



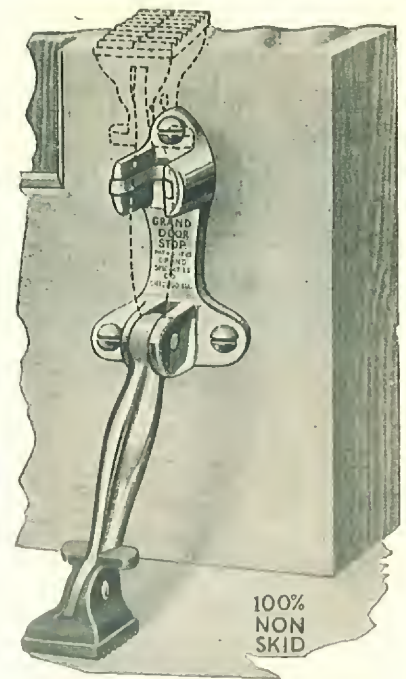
PEERLESS

For special finishes add \$1.20 per dozen. Finish: Unpolished bronze only.

| | |
|----------------------------------|---------|
| No. 204—(With 4-in. lever) | \$15.00 |
| No. 205—(With 5-in. lever) | 16.80 |

Finishes: Polished or Dull Bronze.

| | |
|----------------------------------|-----------------|
| | Price per Dozen |
| No. 104—(With 4-in. lever) | \$18.00 |
| No. 105—(With 5-in. lever) | 19.80 |



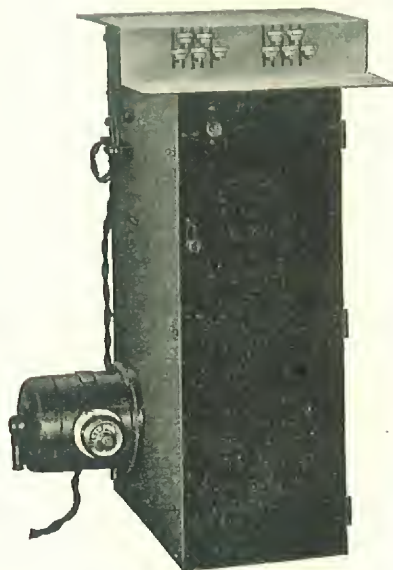
NATIONAL ELECTRIC TICKET REGISTER

With Drop Keyboard

| | |
|-------------------|----------|
| Single Unit | \$200.00 |
| Two Unit | 275.00 |
| Three Unit | 350.00 |
| Four Unit | 425.00 |
| Five Unit | 475.00 |

NATIONAL ELECTRIC TICKET REGISTER

| | |
|-------------------|----------|
| Single Unit | \$200.00 |
| Two Unit | 275.00 |
| Three Unit | 350.00 |
| Four Unit | 425.00 |
| Five Unit | 475.00 |



BRACKET TYPE TICKET HOLDERS

| | |
|--------------------|----------------|
| Single, each | 75c and \$1.25 |
| Coupon, each | 1.50 |

ADMIT AONET

ROLL TICKETS

Admit one and from 5c to \$1.00 admission consecutively numbered 2000 to the roll. Assorted colors.

Price, per roll

Special Printed Tickets Priced on Application.

CARPETS AND RUGS

Complete line, all prices. It will pay you to figure with us on your carpets.



USED GUNDLACH LENSES

If you want to improve your projection or change the size of your picture, here's your opportunity.

Gundlach-Manhattan Lenses; quarter size, assorted focal lengths; fine shape. Worth \$20.00 each. Our sale price -----\$10.00

Bausch & Lomb Crown Lenses; small diameter; assorted focal lengths. Price -----\$1.50

STEREOPTICON LENSES

All sizes 14 to 36, each -----\$2.50



Combat Foul Air and Obnoxious Odors with



AERZONATOR
The Air Conditioner

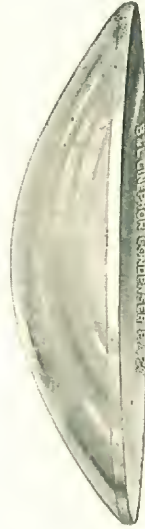
Two Sizes. This is the Largest Size. High Quality Perfume evenly distributed throughout your theatre is an Absolute Necessity. Rose, Bouquet and Cedablocs. (Not in liquid form)

AERZONATOR
Large Blocs

Rose and Bouquet, each -----\$2.65
Cedablocs, each ----- 1.50
Small
Rose and Bouquet ----- 1.60
Cedablocs, each ----- 1.00

CONDENSERS

French ground optical glass and miniscus bi-convex. All sizes 6 1/2 to 9 1/4. Price, each -----\$1.00



B & L PARABOLIC CONDENSERS

P. M. 15 Cinephor Parabolic Condenser for Mazda 4-inch diameter for use with P. M. 25 or P. M. 30 -----\$9.50

P. M. 25 Cinephor Parabolic Condenser 5 1/4-inch diam. for Mazda -----\$15.50

SPOT LIGHT CONDENSER

Price, each -----\$2.50

Condensers for Acme S. V. E.

No. 667, price -----\$2.00
No. 742, price ----- 2.50

LENS GUARDS

For condensers prevents pitting. Each -----25c



LYLOK KLOROZONE

Contains no poison. A pleasant perfume in 1 pound sifter cans.

Price, per 1 pound can ----\$1.00

FIRE EXTINGUISHERS

35% more extinguishing fluid than any other and the best known make. OUR PRICE

2 1/2 Gallons ----- \$12.50
Quart Size ----- 7.50

FLUID FOR RE-FILLING FIRE EXTINGUISHERS

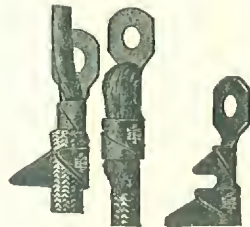
Price, per quart can -----\$1.50





FUSIBLE LINKS

160 degree. Each ----- 30c



TERMINALS AND LUGS

B. & H. ----- \$.10
 1 dozen ----- 1.00
 Bull Dog ----- .25

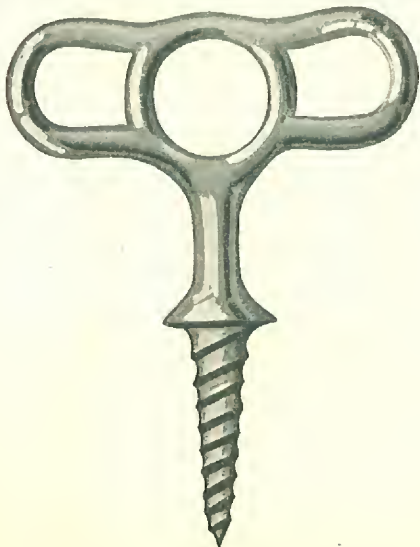
ROCBESTOS WIRE

Genuine Rocbestos cable, extra flexible.

No. 4, per foot ----- \$.35
 No. 6, per foot ----- .25
 No. 8, per foot ----- .15

STAGE SCREWS

Stage Screws, Malleable iron.
 Price, each ----- \$.25
 Stage Screws; steel. Price,
 each ----- .45



CARTRIDGE FUSES

30 ampere ----- \$.18
 60 ampere ----- .25



Knife fuses -----



FUSES

10-20-30 amperes, price ---- 4 for 25c



CONNECTING PLUGS

Price -----
 No. 310. Flush Wall Pocket with Plug, Iron Face Plate. Price ----- \$10.00

No. 955. Two-Pole Connector, 15 Amps., 250 volts. Price ----- \$1.50

Flush Type Pocket and Plug
 Price ----- \$13.00

Stage Plug
 Each ----- \$2.00

ARKANSAS POWDER

Price, one ounce bottle ----- 25c

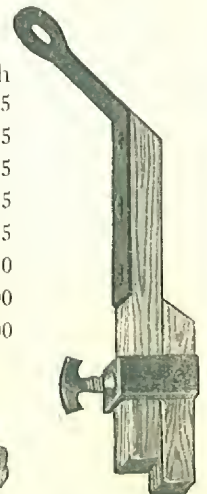
FRICITION TAPE

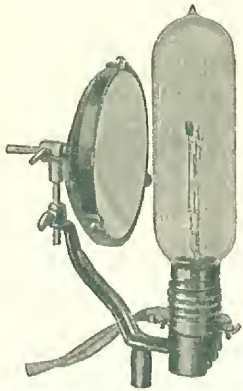
1/2 lb. Rolls, each ----- \$.30

EXTENSION STAGE BRACES

Seasoned Selected Lumber. Iron Bound.

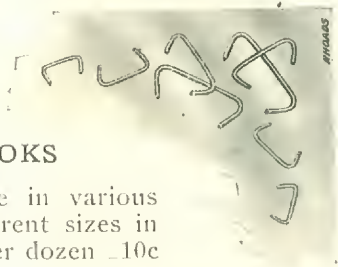
| No. | Price, each |
|-------|---|
| 0035 | Two feet long closed, extend to 3 ft., 7 in.\$2.75 |
| 035-E | Three feet long closed, extend to 5 ft., 7 in. 2.75 |
| 35-E | Four feet long closed, extend to 6 ft., 4 in. 2.75 |
| 135-E | Five feet long closed, extend to 8 ft., 4 in. 2.75 |
| 235-E | Six feet long closed, extend to 10 ft., 4 in. 2.75 |
| 335-E | Eight feet long closed, extend to 14 ft., 4 in. 3.00 |
| 435-E | Ten feet long closed, extend to 18 ft., 4 in. 3.00 |
| 535-E | Twelve feet long closed, extend to 22 ft., 4 in. 4.00 |





**MAZDA LAMP
ADAPTER**

Complete with socket and reflector (Lamp bulb not included) ----- \$10.50
1,000-Watt, 115-Volt, T-20 Lamp for use with Adapter, each ----- \$6.50



BELT HOOKS

We carry these in various sizes for the different sizes in belting. Price, per dozen 10c

BELT COUPLINGS

1/4 in., 9-32 in. or 3-16 in.
Price, each ----- 25c



ROUND BELTING TANNATE

Price, per foot, 3-16 inch ----- \$.10
Price, per foot, 1-4 inch ----- .12
Price, per foot, 9-32 inch ----- .14
Flat Belts for Simplex Motor, each ----- 1.00

**BELTS AND BELTING
Flat Belts for Powers**

Short size, price ----- \$.85
Long size, price ----- 1.70

Belts for Kolograph motor, 22-inch, take up 25 1/2 inches.

Belts for Acme S. V. E., 23 1/4 inches and 32 1/4 inches.

Powers Round Belts, 1/4 inch motor, 6 ft. Take up Belts, 3 ft.

Simplex Motor Belts, 9-32. Take up Belts, 9-32.



**"CONVEX" STEEL
HEAD NICKEL
PLATED THUMB
TACKS**

Best and highest quality made. We do not handle the inferior kind.
Price, 3/8 inch, box of
100 ----- \$.25
Price per carton of
1000 ----- 1.35

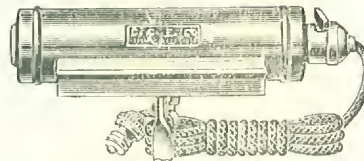
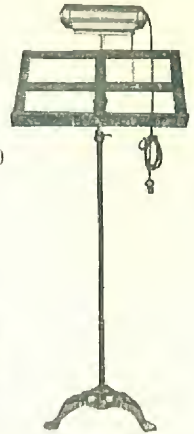
CIRCUIT BREAKERS

HAR-DAN

Price, each ----- \$32.50

MUSIC STAND

Each ----- \$8.50



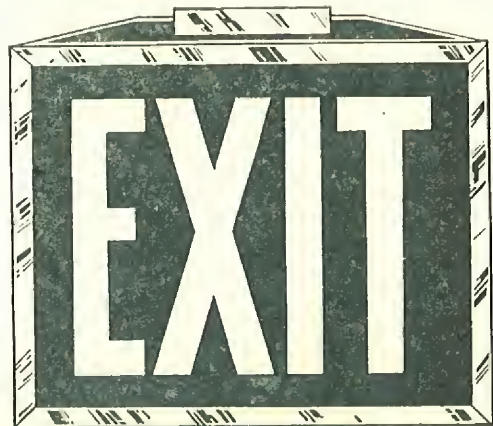
ORCHESTRA LIGHT REFLECTOR

6 feet of No. 18 cord and separable plug. Finished in gold. Each ----- \$3.50

**3 x 14 CARDBOARD STRIP
DATERS**

Can be furnished in the following wordings: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Today; Tomorrow, Coming, Tonight, Sunday and Monday, Monday and Tuesday, Tuesday and Wednesday, Wednesday and Thursday, Thursday and Friday, Friday and Saturday, Saturday and Sunday.

Each ----- \$.02
Per Hundred ----- 1.50
Paper in packages of 50 ----- .25



EXIT BOXES

With glass 8x10. Ruby glass with ground white letters.
Price, complete ----- \$1.75

The Famous
GARDINER VELVET GOLD FIBRE SCREEN
 AT A NEW LOW PRICE!



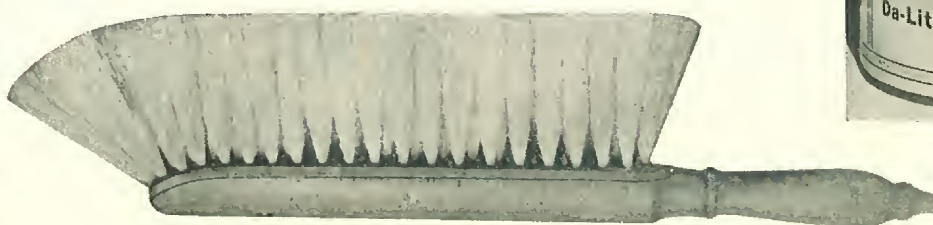
Note the Difference!

Showing the striking contrast between a picture thrown on both a Gardiner Velvet Gold Fibre Screen and a screen of ordinary quality. You cannot afford to be without such an improvement, when it costs so little.

SCREEN COATING

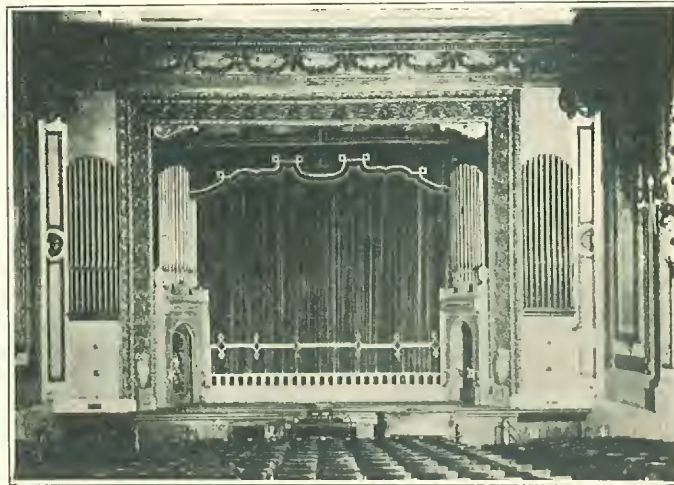
This is a flat white. It is prepared by adding water and applying with a kalsomine brush. It is recommended and widely used for renewing white walls and surfaces. Where a white surface is used it should be renewed with this paint at least once a year.

Price for one gallon can ----- \$3.50



GARDINER SCREEN BRUSH

Each ----- \$1.50



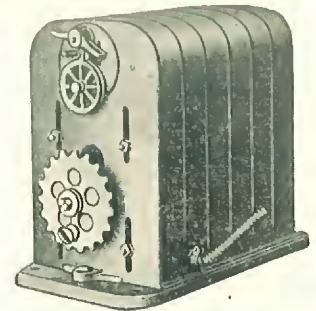
NOISELESS AUTOMATIC CURTAIN CONTROLS AND CURTAIN TRACKS

Machines and Tracks are Used by the Successful Showman of Today

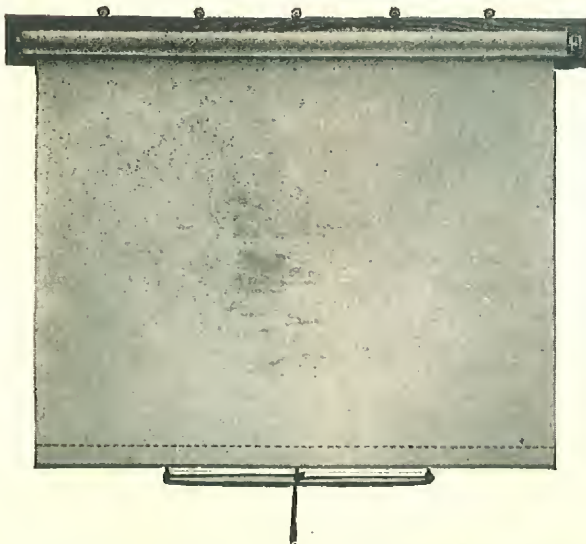
CURTAIN CONTROL

"The mere pressing of one button will start, stop or reverse any curtain when using curtain controls!"

| | |
|---|----------|
| Price | \$220.00 |
| All-Steel Noiseless Track, with its Cushion Rollers, per running foot | \$2.85 |
| Noiseless Wood Track, T-Rail Assembly, for ceiling suspension per running foot | 2.45 |
| Noiseless Wood Track, Batton Assembly, for anchoring against ceiling, per running foot | 2.25 |



PORTABLE SCREEN—ALUMINUM AND WHITE



| | |
|------------------|---------|
| 6 x 4 Ft. | \$ 7.75 |
| 6 x 5 Ft. | 8.50 |
| 6 x 6 Ft. | 9.25 |
| 7 x 5 Ft. | 9.50 |
| 7 x 6 Ft. | 10.50 |
| 7 x 7 Ft. | 11.75 |
| 8 x 6 Ft. | 13.25 |
| 8 x 7 Ft. | 13.75 |
| 8 x 8 Ft. | 14.75 |
| 9 x 6 Ft. | 23.50 |
| 9 x 7 Ft. | 24.75 |
| 9 x 8 Ft. | 25.50 |
| 9 x 9 Ft. | 29.00 |
| 10 x 8 Ft. | 35.00 |
| 10 x 9 Ft. | 37.00 |
| 10 x 10 Ft. | 38.50 |
| 12 x 9 Ft. | 55.00 |
| 12 x 10 Ft. | 57.00 |
| 12 x 11 Ft. | 59.00 |
| 12 x 12 Ft. | 62.00 |

Mounted on back board on spring rollers.



Provides that Missing Link to Complete Your Box Office
BOX OFFICE WINDOW SHIELD

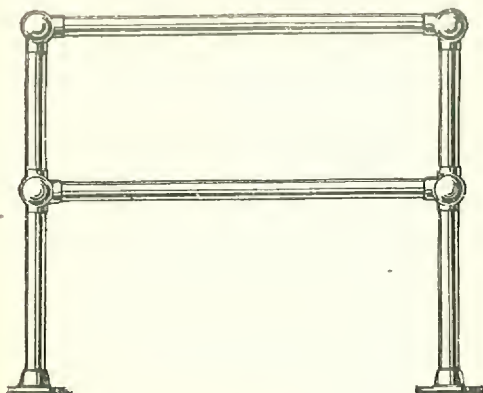
Regular size, price ----- \$15.00 for 10-inch or under
 For name of theatre add 30c per letter. For accommodations for the mail man \$2.50 extra.
 For the round hole you talk through; it opens with a touch and closes automatically.
 Can be locked either open or closed. For 2¾ to 3½ hole. Needs no fitting. Price --\$7.50

BOX OFFICE RAILING

Brass Ticket office Rail. Double rail, heavy brass casted fittings. Two posts, 3 feet, 6 inches high; 2 cross rails, 4 feet long.

Same as on cut, all made of 1½-inch heavy polished Brass Tubing ----- \$19.00
 All made of 2-inch heavy polished Brass Tubing ----- 27.00
 All made of 2½-inch heavy polished Brass Tubing ----- 36.00
 All made of 3-inch heavy polished Brass Tubing ----- 48.00

If same is desired to fit 6 inches deep into cement or tile floor, add \$3.00.

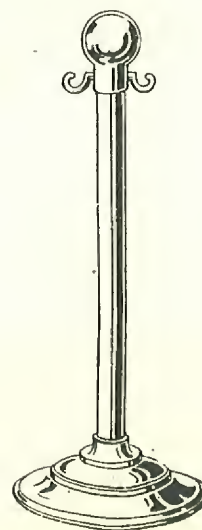


We can make long double rails. Send sketch for estimate. Removable rails to order.

REMOVABLE BRASS POSTS WITH VELOUR COVERED ROPES
PRICES

1¾-inch diameter velour covered rope, per foot ----- \$1.25
 Brass End Caps with snap hooks, each ----- 2.50
 Brass Wall Plate with Hook ---- 2.00
 Prices of Brass Posts complete with Floor Flanges and Brass Ball at top with Hooks:
 1½-inch diameter, each ----- \$10.50

2-inch diameter, each ----- 14.00
 2½-inch diameter, each ----- 17.50
 Prices of Brass Sockets if Posts are wanted removable
 1½-inch size at ----- \$3.00
 2 -inch size at ----- 4.00
 2½-inch size at ----- 5.50
 3 -inch size at ----- 6.50





Price ----- \$2.50
 Including price tags desired.
 Separate Price Tags, each ----- 25c



EXHAUST FAN
 12-inch, price ----- \$25.00

STOCK BRASS SIGNS

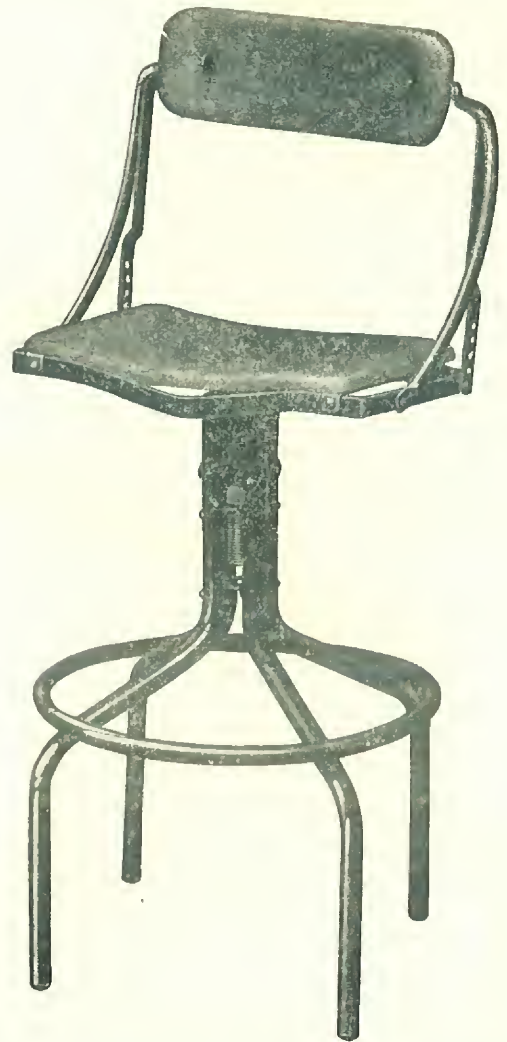


Following is the assortment of wordings:

- | | |
|--------------|------------|
| Ladies | Office |
| Gentlemen | Toilet |
| Pull | Entrance |
| Push | Check Room |
| No Smoking | Rest Room |
| Keep Out | Manager |
| Public Phone | Private |

Brass Sign Plates, size 1½x7 inches with holes for attaching.

Each ----- 35c

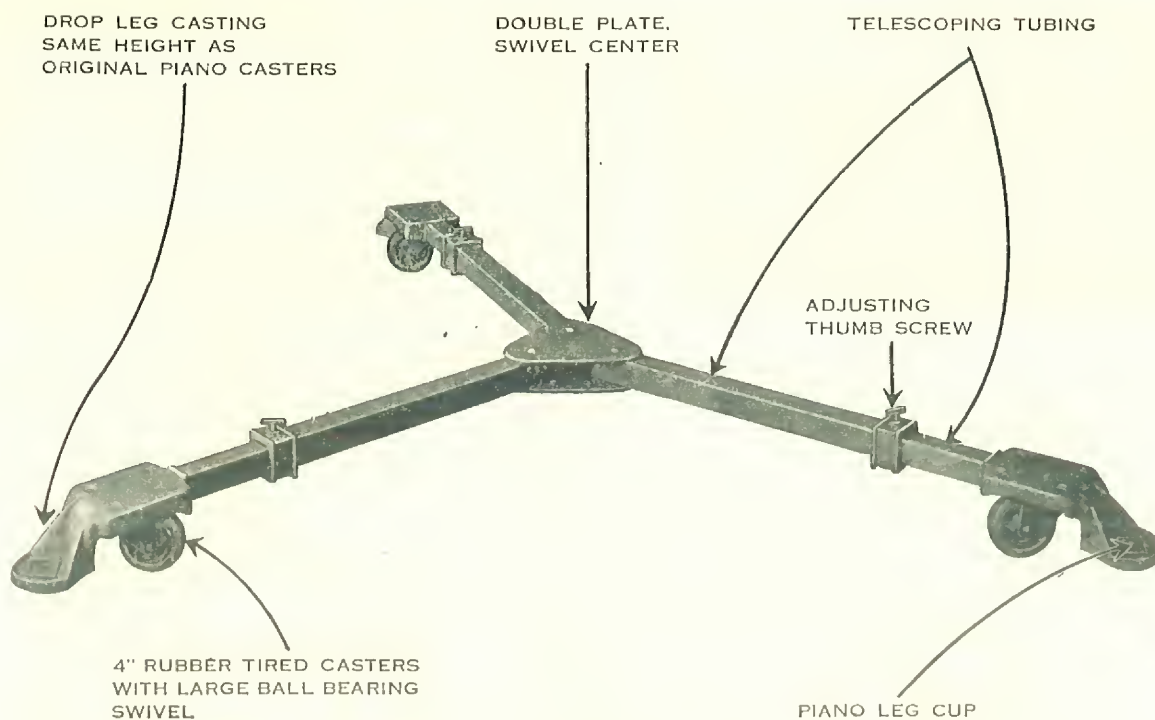


HIGH SWIVEL CHAIR FOR CASHIER AND OPERATOR

DIRECTION SIGNS

"Aisle," "Balcony," "Beauty Parlor," "Check Room," "Coffee Shoppe," "Collections," "General Officers," "Gentlemen," "Information," "Ladies," "Ladies' Lounge," "Ladies' Parlor," "Ladies' Room," "Lounge," "Manager," "Men," "Men's Lounge," "Men's Room," "Smoking Room," "Women."

Single Face over all. Glass size 6 inches by 14 inches. Size 8 inches by 16 inches.



GRAND PIANO TRUCKS

Compact—Sturdy—Reliable

In Ordering Give Dimensions, Center to Center of Legs

Manufactured in Two Sizes—for the Two Standard Grand Pianos and larger, with the exception of the Concert Grand.

Type A—Dimensions, Center to Center of Legs:

Standard Sizes—52-inch—62-inch—70-inch, 62-inch—74-inch—84-inch and Larger.

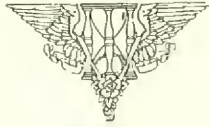
For the Two Standard Grand Pianos and Smaller—

Type B—Dimensions, Center to Center of Legs:

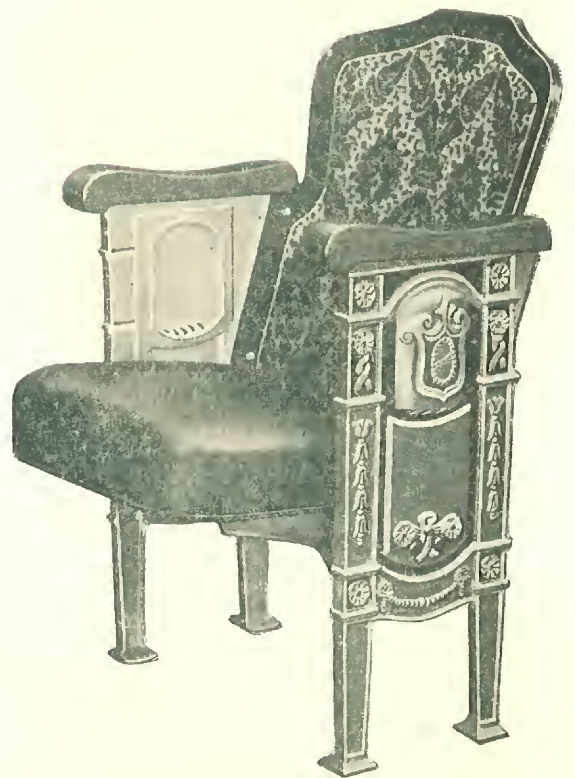
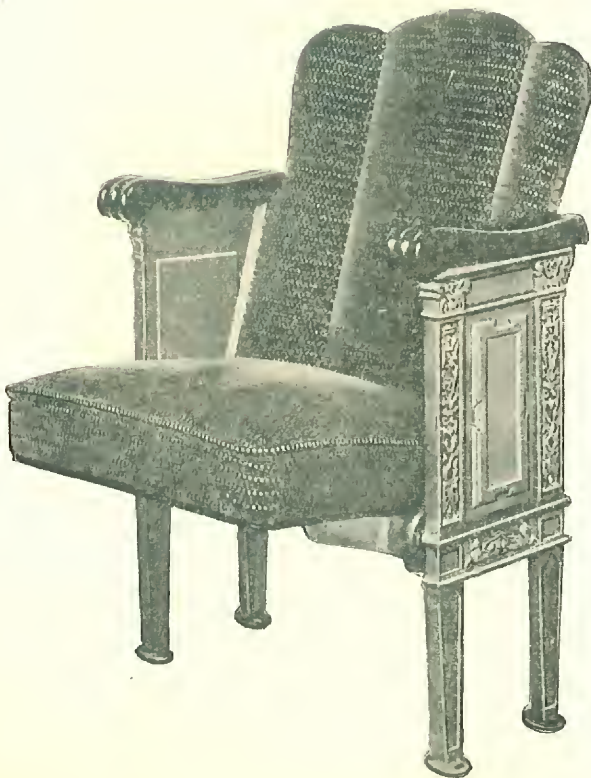
Standard Sizes—62-inch—74-inch—84-inch, 52-inch—62-inch—74-inch and Smaller.

Price—Both Type A and Type B—\$50.00

THE E. H. STAFFORD
MANUFACTURING COMPANY
OPERA CHAIRS



Prices on Application

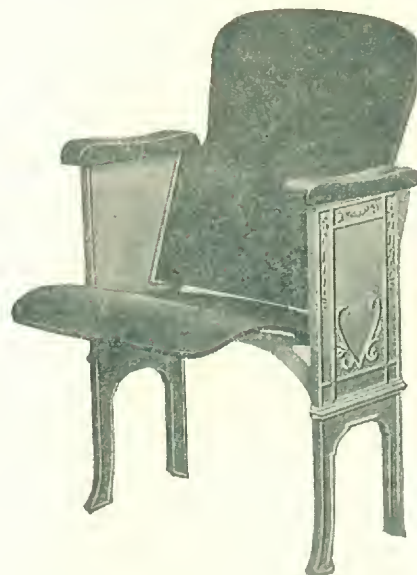




OPERA CHAIR EXPANSION BOLTS

For fastening opera chairs to concrete, brick, stone, marble or tile.

Price, each ----- \$.10
 Price, per 100 ----- \$7.00



CHAIR VENEER WASHERS

For opera chair seat and back fastening.

Price, per 100 ----- 50c

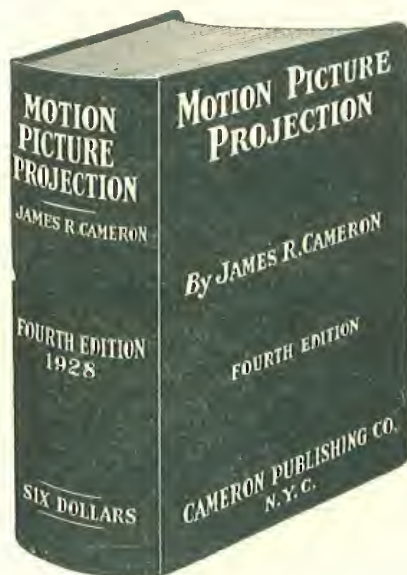


IN TWO VOLUMES

Into this stupendous work of over 1100 pages has been gathered everything of importance concerning projection.

Beautifully bound in a gold stamped, flexible, blue Leatherette cover, it constitutes an invaluable piece of literature worthy of ownership by every theatre manager and projectionist.

Price of Either Volume Alone ----- \$4.00
 Price of Both Volumes Together ----- \$6.00

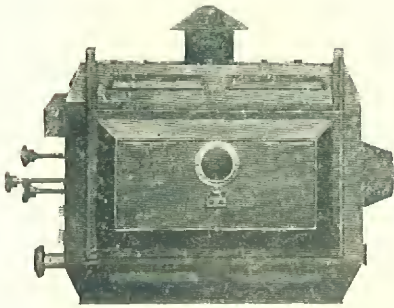


"THE STANDARD AUTHORITY"

Complete instructions and diagrams for the installation and operation of all the talking movie systems in use to-day.

Movietone - Vitaphone - Phonofilm, Etc.
 Price ----- \$6.00

SPECIAL PROJECTION EQUIPMENT



Side View of
GARDINER REFLECTOR ARC LAMP

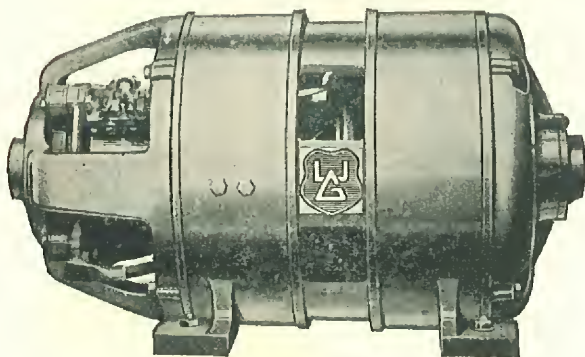
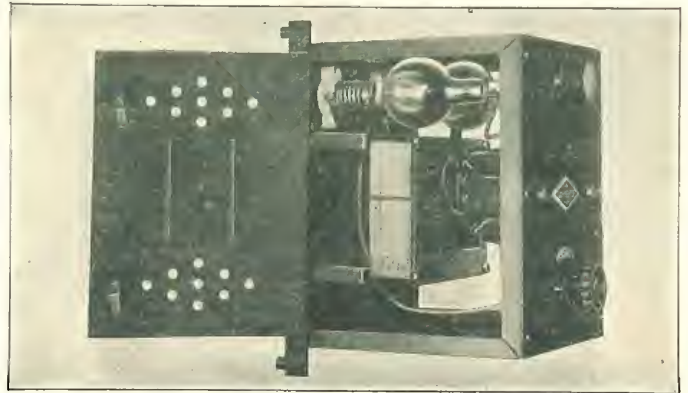
Dimensions: 30 inches long, 30 inches high, 13½ inches wide. Net weight, 310 pounds.

Consist of two Lamps, one Mazda Stereopticon, one 1000 Watt Lamp Bulb., two 70 Volt Rheostats. Base to fit any machine.

GARDINER TUNGAR RECTIFIER

For 110-volt circuit. Converts AC to DC up to 22 amperes. Absolutely cannot overload. Steel cased and fitted with two 15-ampere bulbs. About one foot square. Net weight, 85 lbs.

8 to 22 amperes DC for use on 110 volt house light circuit. Maxium tube. Capacity 30 amperes. Maxium rectifier capacity, 22 amperes. Absolutely prevents overloading.



GARDINER GENERATORS

Multiple types (ares in parallel) double ball bearing. Made from 25-25 amperes up to 150-150 amperes.

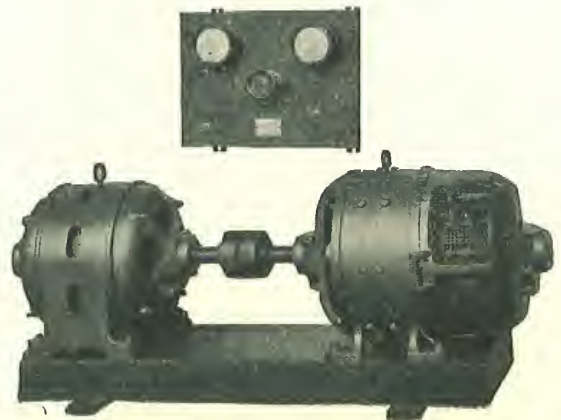
PANEL BOARD

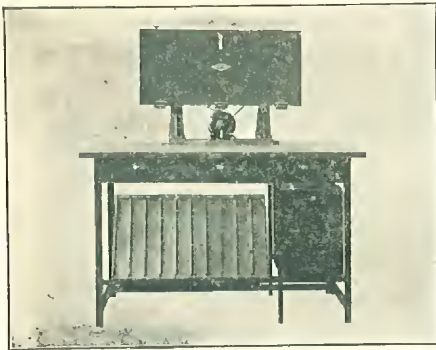
Consists of voltmeter and ameter. Mounted on panel board. Field rheostat with front control handle. Entire panel mounted in 18-gauge steel box with knock-outs for conduit on top, bottom and sides.

ACTODECTOR PANEL

Standard Equipment with Actodectors

Made from 18-gauge steel, ¼ H. P. motor. All wiring in armored cable. Cannot be operated until door is closed and locked, furnished in black crystalline.





COMPLETE UNIT

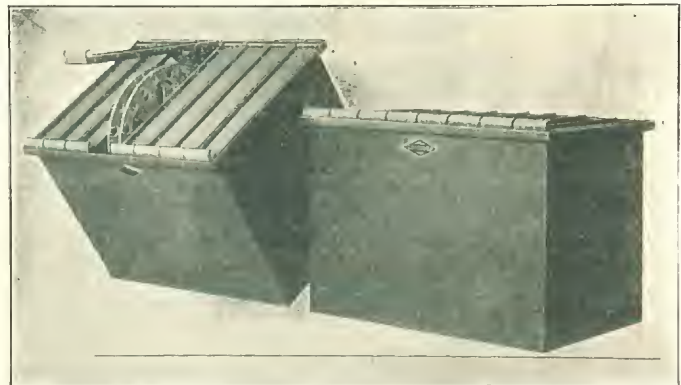
Consists of rewind table, fire-proof waste can, 8 reel cabinet, automatic power rewind and three drawers. Sold complete or separately. Table 5 feet long, 25 inches wide, 36 inches high. Waste Can with Safety Door separate.

REEL CABINETS

For 2000-foot reels. Made of 22-gauge steel with double partitions, leaving dead-air space. Spot welded throughout. Made in all sizes.

For 2000 ft. Reels

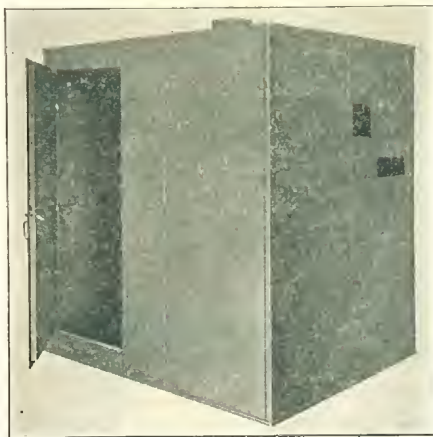
| | |
|--------------|---------|
| 3 reel | \$13.75 |
| 4 reel | 17.00 |
| 5 reel | 20.00 |
| 6 reel | 23.50 |
| 7 reel | 26.75 |
| 8 reel | 30.00 |



STEEL BOOTHS

Made of 20-gauge steel, with spring door and openings. Government lock corners. Meet all state fire regulations. Made 6½ ft. high, 6 ft. deep, in 5-ft., 8-ft. and 11-ft. lengths.

| | |
|-----------------------------|----------|
| Price 1 Machine Booth | \$115.00 |
| Price 2 Machine Booth | 140.00 |



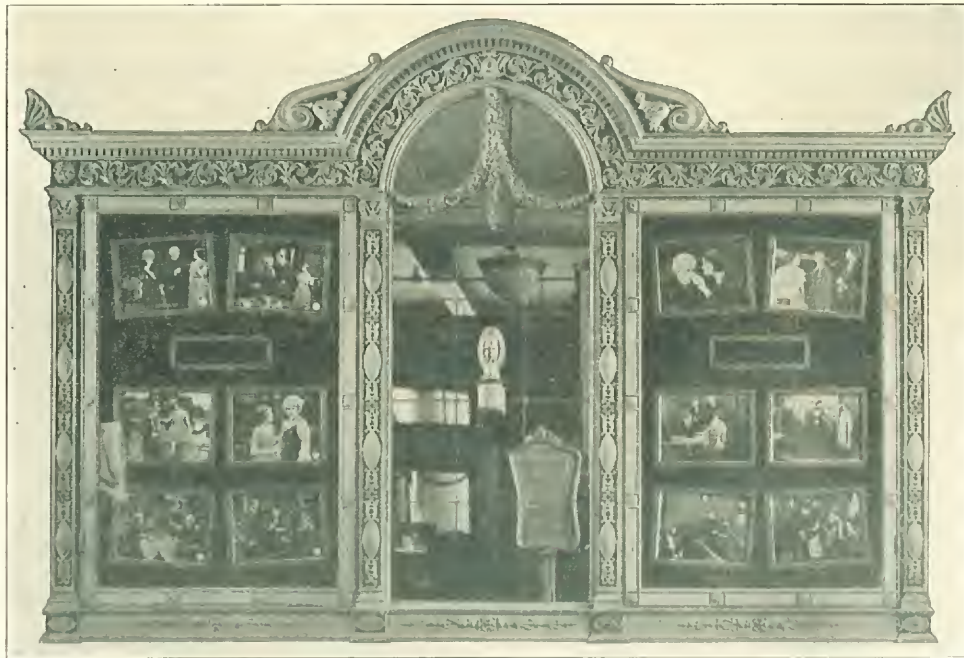
FIRE SHUTTERS

Fire Shutters are a necessity in all booths and are compulsory. They pass all inspection laws and can be easily installed. Drops are made of ¼ plate and are closed by gravity.

| | |
|--|---------|
| Type "F," for Picture One (4"x4") Opening | \$ 9.00 |
| Type "SF," for Picture and Stereopticon. Two 4"x4" openings, 10" C. to C. ... | 15.00 |
| Type "L" Lookout, 8"x10" | 14.00 |
| Type "SP" Spot Lite, 16"x12" | 18.00 |
| 10"x14" | 15.00 |
| 12"x14" | 17.00 |
| 16"x18" | 23.00 |
| 10"x16" } | 19.00 |
| 12"x16" } | |
| 10"x18" | 26.00 |
| 12"x18" | 30.00 |
| 18"x18" | 30.00 |
| 24"x18" | 32.00 |
| 24"x24" | 35.00 |
| 30"x24" | 35.00 |
| Six-Opening Control for above | 25.00 |
| Each extra opening | 2.50 |

Give width of Projection Room.
Complete and ready to install.
First number is width, second number is height.





LOBBY FRAMES

Well built, strong and durable, many color combinations and in many styles. Prices on application. Send for Special Catalog.

TYPEWRITER SLIDES



Peerless New Style Typewriter Slides

Price, each ----- \$.05
 Price, box (50) ----- \$1.50

RADIO MAT

Price, each ----- \$.05
 Price, box (50) ----- \$1.50

White — Amber — Green



Holds 150 to 175 slides, price\$4.25



- Special Slides made to order.
- Colored, price each \$1.25
 - Duplicates up to 6, each60
 - Stock Advertising Slides, with dealer's name, each60
 - Announcement Slides, each35

Large Quantities, Price on Application.
 Slides manufactured by American Slide Co.
 Send for American Slide Co. Catalog.



Where Slides Are Shown You Should Have the American Flag

Price 50c Each



All Slides on this Page \$1.25 Each
 Send for American Slide Company Catalogue.

AMERICAN SLIDE COMPANY

Looking for
A Good Hotel
You Can't
Beat This

A 204
Name Here

1657 1/2 N. HIGH STREET, COLUMBUS, OHIO

AMERICAN SLIDE COMPANY

Our aim
is to
Create
MILLINERY
That is Different
and Unusual - Reasonable Prices.



A 208

AMERICAN SLIDE CO. COLUMBUS, OHIO

1657 1/2 N. HIGH STREET, COLUMBUS, OHIO

AMERICAN SLIDE COMPANY

WHO
Moves You
is just as
Important as



WHERE YOU MOVE
Moving
Furniture our Specialty
call us for information

A 205

AMERICAN SLIDE CO. COLUMBUS, OHIO

1657 1/2 N. HIGH STREET, COLUMBUS, OHIO

AMERICAN SLIDE COMPANY

For
General
e
Hauling
Call



A 209

AMERICAN SLIDE CO. COLUMBUS, OHIO

1657 1/2 N. HIGH STREET, COLUMBUS, OHIO

AMERICAN SLIDE COMPANY

IF You Want
BAKERY GOODS
That are just right
for taste & Quality
TRY OURS

A 206

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Perhaps you don't
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Served
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Tell The World About it
Our
BAKERY GOODS
Made in our sanitary bakery can't
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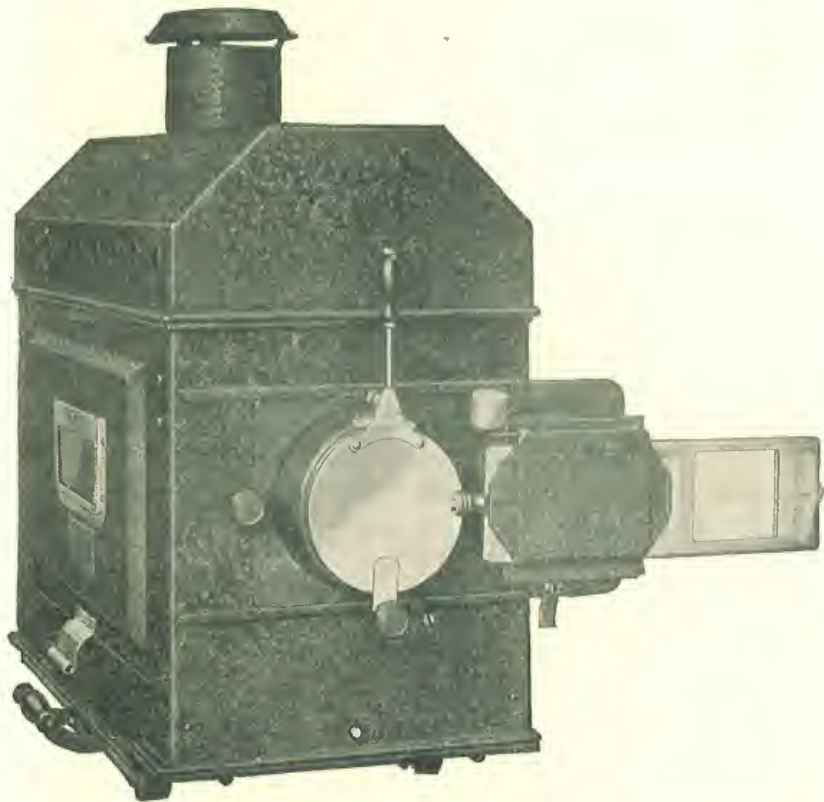
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All Slides on this page ----- 60c
Send for American Slide Company Catalogue.

A FEW OF THE MANY ART ANNOUNCEMENT SLIDES



Few Samples Stock Advertising Slides for All Classes of Business
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Front view showing stereopticon equipment.

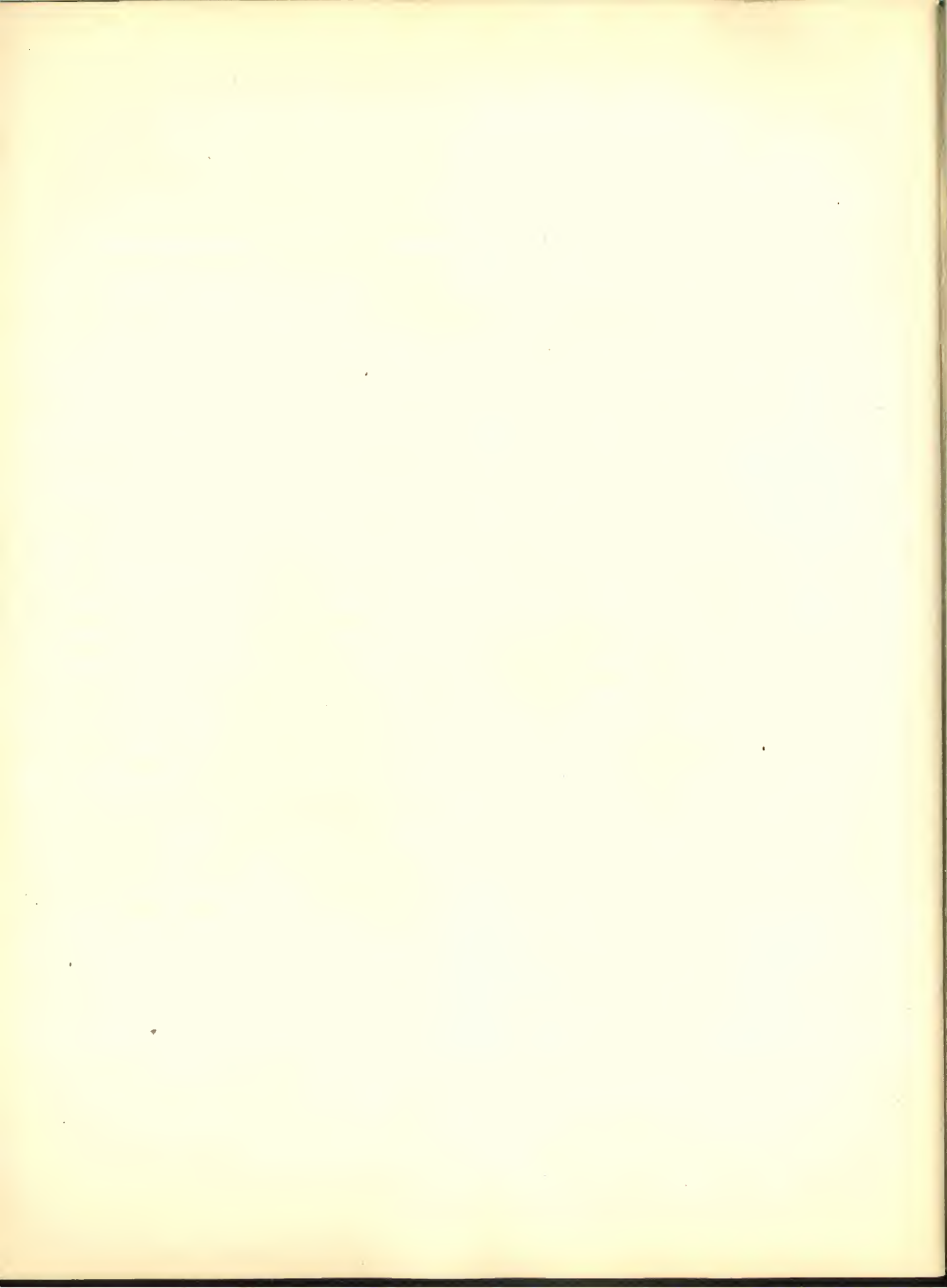
POWERLITE LAMP

Hundreds of satisfied users attest the marked superiority of this low intensity lamp. Write for special proposition.

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WHICH ARE NOT LISTED
IN OUR CATALOG.



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THE THEATRE LINE WRITE
US, WE HAVE IT.